



City of Scottsdale
Tourism Development Commission
Regular Meeting
Marked Agenda

8:00 a.m., Tuesday, April 15, 2014
Witzeman Public Safety Building
8401 E. Indian School Road
Scottsdale, Arizona 85251

1. Call to Order/Roll Call 8:04AM

David Scholefield, Chairperson
Tom Enders, Vice-Chairperson
Camille Hill-**ABSENT**
Ace Bailey

Ren Hirose-**8:21AM**
Robert McCreary
Carl Grupp

2. Approval of Minutes

Commission discussion and recommendation to approve the March 18, 2014 regular meeting minutes.

COMMISSIONER MCCREARY MOVED TO APPROVE THE MINUTES OF THE MARCH 18, 2014 MEETING AS PRESENTED. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). COMMISSIONER HIROSE WAS NOT YET PRESENT

3. Manager Reports

Staff Contact: Steve Geiogamah, Economic Development Manager-Tourism

- a. Staff Bed-Tax Collection Report
- b. Bed Tax Proforma
- c. Smith Travel Report
- d. Program Updates

4. FY2014/15 Event Support Funding Program

Commission discussion and possible recommendation regarding the FY2014/15 Event Support Funding program.

Staff Contact: Steve Geiogamah

CHAIRMAN SCHOLEFIELD MOVED TO APPROVE THE EVENT SUPPORT FUNDING PROGRAM AS AMENDED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).



5. FY2014/15 Community Event Funding Program

Commission discussion and possible recommendation regarding the FY2014/15 Community Event Funding Program.

Staff Contact: Steve Geiogamah

COMMISSIONER BAILEY MOVED TO APPROVE THE COMMUNITY EVENT FUNDING PROGRAM AS AMENDED. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

6. FY2014/15 Scottsdale CVB Destination Marketing Program

Commission discussion and possible recommendation regarding the FY 2014/15 Scottsdale CVB Destination Marketing Program and Contractual Performance Measurements.

Rachel Sacco, President/CEO Scottsdale Convention & Visitor's Bureau

Staff Contact: Steve Geiogamah

7. Tourism-Related Capital Projects Evaluation Process

Commission discussion and possible recommendation regarding tourism-related capital projects evaluation process.

Staff Contact: Steve Geiogamah

8. Hospitality Trolley Program Survey

Staff update, commission discussion and possible recommendation regarding the Hospitality Trolley Program Survey.

Presentation: Bruce Hernandez, Senior Vice President, Behavior Research

9. Mega Event Funding Criteria

Staff update, commission discussion and possible recommendation regarding the New Event Funding Program mega event funding criteria.

10. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

11. Public Comment

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

12. Adjournment 9:44AM

Next scheduled meeting is May 20, 2014

